

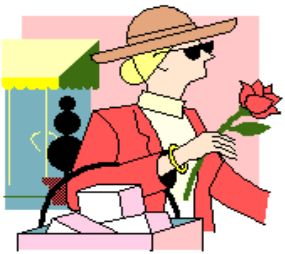




Property Profile  
**10600 S. 1700**



10600 S. 1700 , Sandy, UT 84092-4700

Market Specific Criteria	Geography List	Utah
Predominant Consumer Lifestyles	51.1% Winner's Circle 34.3% Kids & Cul-de-Sacs 11.4% American Dreams 2.8% Country Squires 0.4% Blue Blood Estates	5.5% Boomers & Babies 5.1% Big City Blend 4.7% Kids & Cul-de-Sacs 4.4% Town & Gowns 4.4% Single City Blues 4.2% Starter Families
2002 Population	30,038	2,296,798
2002 HHs	8,176	722,318
5 Year Market Growth	1.1%	6.5%
Business Population	6,381	1,148,991
Average HH Size	3.7	3.2
Median Age	31.0 years	27.2 years
Population Age Under 5	6.5%	9.3%
Population Age 5 - 14	21.3%	17.2%
Population Age 15 - 17	8.3%	5.6%
Population Age 18 - 24	10.0%	14.5%
Population Age 25 - 34	7.0%	14.2%
Population Age 35 - 44	16.6%	13.0%
Population Age 45 - 54	18.1%	11.0%
Population Age 55 - 64	8.1%	6.8%
Population Age 65+	3.9%	8.4%
White/ Blue Collar Ratio	79.1% / 20.9%	58.7% / 41.3%
Education Level	37.8% 4+ yrs college 32.4% <4 yrs college	21.7% 28.0% 4+ yrs college
Average HH Income	\$138,494	\$65,291 <4 yrs college
Median HH Income	\$114,679	\$51,893
Per Capita Income	\$37,696	\$20,533
Income \$35,000-\$49,999	2.9%	16.5%
HH Income \$50,000+	91.9%	52.1%
HH Income \$75,000+	78.9%	28.6%
HH Income 100,000+	58.7%	15.0%
Homeowners %	94.9%	71.6%
Ethnicity	95.2% White 0.5% Black 2.1% Asian Pac. Isl. 2.6% Hispanic	88.8% White 0.8% Black 2.4% Asian Pac. Isl. 9.6% Hispanic

**Consumer Lifestyle Profile**  
( Geography List)  
10600 S. 1700 , Sandy, UT 84092-4700

<b>Cluster Name</b>					
					
					
					
<b>Socio-Economic Rank</b>					
<b>% of Total Households</b>	<b>Winner's Circle</b>	<b>Kids &amp; Cul-de-Sacs</b>	<b>American Dreams</b>	<b>Country Squires</b>	<b>Blue Blood Estates</b>
	<b>Wealthy</b>	<b>Affluent</b>	<b>Upper Middle</b>	<b>Wealthy</b>	<b>Elite</b>
	<b>51.1%</b>	<b>34.3%</b>	<b>11.4%</b>	<b>2.8%</b>	<b>0.4%</b>
<b>Predominant Characteristics</b>	Executive suburban families	Upscale suburban families	Established urban immigrant families	Elite exurban families	Elite super-rich families
	Prolific spenders; New Money	Ranked first in married couples with children	Descendants of multi-ancestries	Well-educated	Wealthiest execs; heirs to Old Money
	Well-educated, mobile	Large 4+ person families	Live in multi-racial, multi-lingual neighborhoods	School-age children	Luxurious estates, often with servants
	Teen-age children	Family governs its lives and activities	Tend to have big families	Executives, professionals & techies	Often Asian & Arab concentrations
<b>Ethnic Diversity</b>	<i>Dominant White, High Asian</i>	<i>Dominant White, High Asian</i>	<i>Mixed</i>	<i>Dominant White</i>	<i>Dominant White, High Asian</i>
<b>Family Type</b>	<i>Married Couples w/Children</i>	<i>Married Couples w/Children</i>	<i>Married Couples w/Children</i>	<i>Married Couples with Children</i>	<i>Married Couples w/Children</i>
<b>Key Housing Type</b>	<i>Owners Single Unit</i>	<i>Owners Single Unit</i>	<i>Owners Single Unit</i>	<i>Owners Single Unit</i>	<i>Owners Single Unit</i>
<b>Predominant Age Ranges</b>	<i>25 to 54</i>	<i>Under 18, 35 to 54</i>	<i>Mixed</i>	<i>45 to 64</i>	<i>45 to 64</i>
<b>Education</b>	<i>College Graduates</i>	<i>College Graduates</i>	<i>Some College</i>	<i>College Graduates</i>	<i>College Graduates</i>
<b>Employment</b>	<i>Professional</i>	<i>White Collar / Professional</i>	<i>White-Collar</i>	<i>Professional</i>	<i>Professional</i>
<b>Median Income</b>	<i>Wealthy / \$80,000</i>	<i>Affluent / \$61,600</i>	<i>Upper Middle / \$51,700</i>	<i>Wealthy / \$75,600</i>	<i>Elite / \$113,000</i>
<b>Publications</b>	<i>Newsweek, Food &amp; Wine, Metropolitan Home, Travel &amp; Leisure, Forbes, PC World, Inc.</i>	<i>Skiing, Money, Business Week, Working Woman, Baby Talk, GQ, Consumer's Digest, Personal Computing</i>	<i>Home, Motor Trend, Tennis, Working Mother, Business Week, People, Time, Vogue, Life</i>	<i>Travel &amp; Leisure, Money, Food &amp; Wine, Forbes, Boating, Modern Maturity, National Geographic, Ladies Home Journal</i>	<i>Travel &amp; Leisure, Fortune, Food &amp; Wine, Business Week, Elle, Money, Smithsonian, National Geographic Travel</i>